

Great South Region

Riverside and San Bernardino Counties



REGIONAL LEAD AGENCIES

California Project LEAN

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5 a Day-Power Play! Campaign

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Latino 5 a Day Campaign

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FAITH TEMPLE CHURCH*Faith Community Outreach Special Project*

Keith Tolbert	Grant Amount:	\$87,500
PO Box 3177	Year First Funded:	FFY 2002
San Bernardino, CA 92413		
Phone: (909) 862-2416		
Fax: (909) 862-4134		
Email: jgtjesus@aol.com		

Target Audience

- Ethnicities: African American (100%)
- Language: English

Settings

Community Center; School; Faith Organization

Partners

2 partners from: Local Department of Social Services; County of San Bernardino

Description

Faith Temple Church provides a comprehensive educational, nutrition and physical activity program to low-income African American adults and school-aged children. The Health Care Professionals group (HCP) promotes healthy lifestyles, conducts nutritional seminars, coordinates health fairs and distributes health and nutrition information to members. During the summer months, Faith Temple Church sponsors "Action Night" where the community is invited to come and participate in basketball, volleyball and other physical activities. HCP aims to assist congregations to modify the foods served and encourage their 400-500 members to be more health conscience in food selections. Through the *Network*-funded Nutrition Project Faith Temple Church will complete a community assessment, implement the American Cancer Society's Body & Soul program, and work with local grocers to increase availability of quality fruits and vegetables in the community. The church has been serving the San Bernardino Community for over 30 years with programs such as food assistance, clothing closets, family/individual counseling, crisis counseling, drug abuse counseling, and medication counseling for seniors.

LOVELAND CHURCH*Faith Community Outreach Special Project*

Pastor Gordon Laine	Grant Amount:	\$55,000
2850 W. Foothill Blvd. #201	Year First Funded:	FFY 2000
Rialto, CA 92376		
Phone: (909) 877-6143		
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Email: pastorgl@hotmail.com		

Target Audience

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: African American (60%); Latino (30%); Caucasian (10%)
- Language: Spanish, English

Settings

Community Center; School; Grocery Store; Faith Organization

Partners

5 partners from: Local Health Department; Churches

Description

The goal of this project is to reduce the rate of chronic disease among African Americans through the ministry of local churches by promoting healthy lifestyle changes through education on increased fruit and vegetable consumption and promotion of regular physical activity.

Loveland's Nutrition Program will conduct activities working with congregation members at Loveland Church and True Vine Christian Center. Nutrition education will focus on skill building, needs assessment, media advocacy and facilitating connections with community resources. The program offers "Health Awareness Month" activities that include displays, nutrition classes incorporated into Sunday school classes, men and women's conferences, youth camps, and church events. The program will continually provide displays, a physical activity resource list and referral system, a series of three nutritional classes and identify ways to promote utilization of food assistance programs to educate the congregation and community. The program spreads the word about nutrition and program events to members through our "Tips for the Temple" 2002 Calendar and monthly articles in church bulletins. This year, Loveland will be co-hosting a Health Ministry Leadership Conference to educate pastors, ministers and health educators on the importance and delivery of a health ministry. Loveland's Nutrition Program staff is represented on the San Bernardino Food Policy Council and the CPNS Physical Activity Nutrition Integration Committee (PANIC).

MONTCLAIR, CITY OF*LIA—City-Government Channel*

Marcia Richter	Local Share:	\$127,480
5111 Benito Street	State Share:	\$63,740
Montclair, CA 91763	Year First Funded:	FFY 1999
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Fax: (909) 399-9751		
Email: mrichter@ci.montclair.ca.us		

Target Audience

- Ages: Adults
- Ethnicities: Asian (8%); African American (5%); Latino (63%); Native American (0.1%); Pacific Islander (0.9%); Caucasian (23%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization

Partners

Schools; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Montclair Community Collaborative

Description

The *Network*-funded project at the City of Montclair has been successful in promoting the 5 a Day message of eating five servings of fruits and vegetables a day and a physically active lifestyle among low income, multi-ethnic residents of Montclair with a special focus on Latino women. They were able to train Community Health Workers (CHW) in a 16-week curriculum focused on nutrition and physical activity called "Mujeres Decididas". The CHW's then went into the community and taught classes in the community. With this heightened interest the participants are invited to continue to learn about nutrition and by enrolling in the advanced nutrition classes taught by local hospital dietitians. Many of the classes include tours of farmers' markets and supermarkets, as well as chef demonstrations. With the participants interested in cooking healthier they coordinated a cooking contest so they could share what they've learned. All recipes are included in a "Healthy Cooking" cookbook. In addition, they have an extensive "lending library" focusing on nutrition and physical activity books and videos. This library is open for use by the CHW's, program participants, and the community. They also disseminate a culturally/linguistically appropriate community newsletter that includes nutrition and physical activity program information with recipes from their "Healthy Cooking" contest. This project also networks with other agencies including Project LEAN and the 5 a Day coalition. Overall, this *Nutrition Network* project has helped expand the target audience's behavior-specific knowledge and attitude about healthy eating and lifestyle choices.

RIVERSIDE COUNTY COMMUNITY HEALTH AGENCY*Physical Activity and Nutrition Resource Center*

Sandra J. Jackson	Grant Amount:	\$150,000
Department of Public Health Nutrition Service Branch	Year First Funded:	FFY 2002
10769 Hole Ave Suite 210		
Riverside, CA 92505-2869		
Phone: (909) 358-5898		
Fax: (909) 358-5885		

Target Audience

- Ages: Adults
- Ethnicities: African American; Latino; Caucasian; Other
- Language: Spanish

Settings

Community Center; Clinic; School; Faith Organization; YMCA; YWCA; Health Fairs; Community events

Partners

15 partners from: Schools; Local Health Department; Parks and Recreation; WIC; Community Health Foundation; YWCA; YMCA; Corona Norco Children's Obesity Coalition; Molina Healthcare; Tyler Galleria; Eastside Collaborative

Description

The "Be Active" physical activity pilot project promotes physical activity and healthy eating in the city of Riverside to low-income women with children. A pilot community plan is underway to increase the community's awareness and knowledge about these healthy lifestyles. This social marketing campaign works to foster multiple and diverse programs and services to integrate and promote positive messages and activities that will change behavior within the community. Through coalition building and increased community partnerships the project will increase the number of women in Riverside who engage in 30 minutes of physical activity a week and eat at least 5 servings of fruits and vegetables everyday. The goals of the variety of activities planned are to: (1) change social norms and policies that will move toward creating an environment that will support a healthier community and (2) develop a physical resource that supports local nutrition education projects. A community launch event with program partners is planned for the spring to increase community awareness and support for the upcoming project activities which include: a community resource directory for physical activity and healthy eating in the Riverside area; cooking demonstrations at local YMCA, YWCA, Faith Based Organizations, City Park and Recreation, health centers, after-school programs that promote physical activity; parent and child healthy lifestyle programs promoted at after-school program sites; a weight management program that incorporates physical activity at the YWCA; a pilot employee walking program for Riverside County Nutrition Services; and train the trainer workshops for a variety of local partners to promote the 5 a Day and physical activity message. A variety of evaluation methods will be integrated into all the planned activities to assess the project outcomes.

RIVERSIDE COUNTY HEALTH SERVICES AGENCY—PROP 10*LIA—Local Health Department Channel*

Gayle Hoxter, MPH, RD
 Chief of Nutrition Services
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 Riverside, CA 92503

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Local Share: \$1,903,912

State Share: \$951,956

Year First Funded: FFY 2000

Target Audience

- Ages: All Ages
- Ethnicities: Asian (5%); African American (10%); Latino (65%); Caucasian (20%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Farmers' Market; Restaurant; Faith Organization; Day care providers; food security programs

Partners

Schools; Local Health Department; Parks and Recreation; Local Department of Social Services; Community Based org.; *5 a Day—Power Play! Campaign* sub contract with San Bernardino Health Dept.

Description

The Riverside County Department of Public Health is working with the WIC program to provide nutrition education to approximately 56,000 participants including prenatal and postpartum women, breastfeeding women, infants and children up to 5 years of age. The department is working with the following groups:

- CHDP providers and their staff across Riverside County,
- Health department staff through wellness programs,
- Community events during outreach,
- Family care centers,
- Food security programs and child care providers including parents of 0- to 5-year-olds,
- Third- and fourth-grade teachers,
- Community Based Organizations,
- Physicians

SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH*5 a Day–Power Play! Campaign***Melodee Lopez**

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Grant Amount:

\$100,000

Year First Funded:

FFY 2000

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The San Bernardino County Department of Public Health acts as the Inland Empire Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 113,000 impressions with the region's 56,500 low-income 9- to 11-year-old children. The Inland Empire Region includes Riverside and San Bernardino counties.

SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH*California Project LEAN Regional Lead Agency*

Jeanne Silberstein, MPH, RD	Local Share:	\$631,400
Nutrition Services Director	State Share:	\$315,700
351 N. Mountain View Avenue	Grant Amount:	\$107,080
Room 104	Bone Health Grant Amount:	\$50,000
San Bernardino, CA 92415-0010	Year First Funded:	FFY 1996
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Target Audience

- Ages: Grades 5-12; Young Adults; Adults
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store

Partners

50 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; ACS; AHA; WIC; farm

Description

The Great South Project LEAN Region's Community-Based Social Marketing Project is to increase vegetable intake by one serving per day in the target group of low-income, Spanish speaking mothers. Promotoras, or peer-to-peer educators, will teach nutrition and gardening classes, conduct food demonstrations, participate in community events, and advocate for environmental changes in their target community of Colton. In addition, the region will complete data collection from the 2002 Bone Health Campaign "Mas Leche 1%, Huesos Fuertes, Familia Saludable" for low-income, Spanish-speaking Latino mothers. Intervention activities include taste tests and distribution of promotional literature in five retail grocery stores and large community events, and classes for the target audience led by Promotoras de Salud (community health workers). Spanish-language radio and television commercials will run in the target area.

Program staff provide technical expertise to community groups and organizes an annual continuing education seminar on nutrition/health fraud for registered dietitians and other health professionals.

Other activities include the revision, duplication, and distribution of healthy eating pamphlets to food stamp households and clients of food banks. The program will complete the annual update of the Food Assistance Resource Guide (FARG) used by intermediaries of the target population to identify and refer clients to available community food and nutrition education resources. Approximately 100-150 FARG directories will be distributed to public and private community partners and other county agencies.

Outreach to the African-American community will include participation in the San Bernardino County African American Health Initiative with other local agencies and organizations to develop goals and objectives for promoting healthy eating and physical activity strategies for obesity and chronic disease prevention. The Legacy Project Cookbook recipes will be distributed to community members and be evaluated for future revision.

SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH*Latino 5 a Day Campaign*

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 Regional *Latino 5 a Day* Marketing Manager
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 Website: www.sbcounty.gov/eatwell

Grant Amount: \$110,000
Year First Funded: FFY 2003

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Large Latino oriented festivals; Farmers'/flea markets; Supermarkets and neighborhood grocery stores; Direct health service providers and community based organizations; Television, radio, and print media outlets; Local elected officials and policymakers; Other community events that cater to the Latino community

Partners

16 partners

Description

The San Bernardino County Department of Public Health (SBCDPH) recently joined the *California Latino 5 a Day Campaign* to serve as the regional lead agency for the Inland Empire Region, which includes San Bernardino and Riverside counties. SBCDPH will lead the regional implementation of the *Campaign's* community-level interventions. SBCDPH also will oversee the Inland Empire *5 a Day* Regional Coalition consisting of *Latino 5 a Day* and *5 a Day–Power Play!* Subcommittees.

In 2003, the Inland Empire lead agency will seek to reach 255,000 Latino adults with the 5 a Day and physical activity messages by conducting outreach at large festivals, farmers'/flea markets, grocery stores and supermarkets, and other community events that cater to the Latino audience. The lead agency also will distribute the *5 a Day and Physical Activity Toolbox for Community Educators* and the *Latino 5 a Day Outreach Kit* to direct health service providers and community based organizations that are interested in reaching the Latino community with the 5 a Day and physical activity messages. The lead agency will participate in three regional media tours and work to secure partnerships with local media, including Spanish-language and Latino-targeted English language television, radio, and print outlets. The Inland Empire lead agency will work to inform local elected officials and policymakers about the *Campaign's* goals and activities. Lastly, the Inland Empire lead agency will work with the Inland Empire Collaborative to provide technical assistance on reaching the Latino community with the 5 a Day and physical activity messages.

SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH*PCFH Healthy Eating and Childhood Overweight Prevention Grant***Jeanne Silberstein****Grant Amount:****\$132,850**

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Target Audience

- Ages: Grades 1-8; Adults
- Ethnicities: African American
- Language: English

Settings

Community Center; Grocery Store; Faith Organization; African Heritage Village

Partners

9 partners from: Project LEAN; CHDP Nutrition Program; San Bernardino County WIC; *5 a Day–Power Play! Campaign*; “Arts on Fifth” (a collaboration between cultural and international affairs offices of the city and county of San Bernardino and California State University Theatre Program); Housing Authority; Delman Heights Community Center; Boys and Girls Club; local African American churches

Description

The CDC’s report, *Women and Heart Disease: An Atlas of Racial and Ethnic Disparities in Mortality*, indicated that in San Bernardino County the death rate from heart disease for Black women was 613 to 682 per 100,000 compared to 381 to 427 per 100,000 for all women. Certain urban/suburban cities of San Bernardino County have a dense population of African Americans, yet little or no year-round, consistent cultural activities that highlight African and/or African American heritage. In addition, messages that encourage healthy food choices and increased physical activity are also lacking in this community. To rectify this imbalance, the San Bernardino County Department of Public Health’s F.A.M.E. (Families of African American Ancestry Motivating the Empire) plans to implement a traditional African dance class or other aerobic/dance form combined with a nutrition education program that motivates children and families to eat healthier and engage in more physical activity. The goals of F.A.M.E are to conduct a community program that:

- Prompts children and their families to participate in healthy food and activity options in their communities;
- Advances policy and environmental changes that promote healthy eating and physical activity options in the community centers;
- Motivates children and their families to eat healthier and engage in more physical activity.

SAN BERNARDINO PARKS AND RECREATIONS AND COMMUNITY SERVICES*LIA—Parks and Recreation Channel*

Glenda Martin-Robinson	Local Share:	\$68,098
547 North Sierra Way	State Share:	\$33,793
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Target Audience

- Ages: Young Adults; Adults
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English

Settings

Community Center

Partners

Local Health Department; Parks and Recreation; Project LEAN

Description

The goal of the City of San Bernardino Parks, Recreation and Community Services Department is to increase the likelihood of residents to consume 5 servings of fruits and vegetables per day. Also, to increase the daily physical activity, of adults to 30 minutes and 60 minutes for youth per day.

Specifically targeting low-income residents. The City will accomplish these goals through the following activities:

1. Broadcasting weekly television show, "What's Cooking?," to low-income household throughout the Inland Empire.
2. Provide free workshops and physical active programs such as aerobics classes, sports programs and dance classes to the public in low-income neighborhoods.
3. Provide free information at the various cultural and seasonal events promoting the benefits of healthy eating and physical activities.
4. Actively promote the program's benefits and successes to the public.
5. Increase knowledge of 20 low-income residents by providing 100 hours of training regarding the benefits of proper nutrition and physical activity.
6. Conduct evaluation surveys on the effectiveness of this department's effort on making the public aware of healthy living habits.

TEMPLE COMMUNITY OUTREACH CENTER*Faith Community Outreach Special Project***Loistine Herndon**

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San Bernardino, CA 92411

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Grant Amount:

\$87,500

Year First Funded:

FFY 2002

Target Audience

- Ages: Grades 2, 4, 5, 9-12; Young Adults; Adults; Seniors
- Ethnicities: African American (100%)

Settings

Community Center; Grocery Store; Faith Organization

Partners

45 partners from: Local Health Department; Project LEAN; Local Department of Social Services

Description

Temple Community Outreach Center will administer the American Cancer Society "Body & Soul Program: A Celebration of Healthy Living" in San Bernardino. The program goal is to stimulate healthier eating and increased physical activity for African American families to decrease their risk of developing chronic disease. A church advisory group will be convened to assist in generating educational and skill building activities based on community interest for the congregation and surrounding community. Temple Community Outreach Center will also complete a community assessment and work with local grocers to increase availability of quality fruits and vegetables in the community. Relationships with local retailers will be established to promote food demonstrations and grocery store tours to enable residents to eat 5 a Day. Adult and youth activities will include a four week summer fun camp, a twenty session series on nutrition incorporated in the Baptist Training Union, articles in the church newsletter and tips on eating 5 a Day with a calendar of activities featured on the church website. Evaluation will consist of documented strategies, activities, a case study and participation in the faith channel evaluation measures.